

## **Triangulation between commercial and administrative sources**

Workshop of the DUG Conference on  
8<sup>th</sup> October 2009

### **Scope for comparing sources**

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This workshop aims to address key questions in triangulating disparate and diverse sources.

Introductory presentation covers:

- What are we wanting to achieve and why?
- Do we have any examples to illustrate potential benefits?
- What are the barriers and how do we overcome them?

## **Workshop Plan**

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14.00-14.20: introductory presentation by Martin and Roma

14.20-14.30: agree the key Qs and organise ourselves into groups

14.30-15.00: Group work – each group to tackle one of the key Qs and identify top three opportunities

15.00-15.20: finalise and agree report we will make back after tea

15.20-15.30: wrap up by Martin and Roma

15.30: Tea

## **Q: What are we wanting to achieve?**

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A: More for less for both public and private sector

- Large consumer-facing companies collect data from the public – so does the public sector
- Analyses of these data can provide insights that to improve the relevance, accuracy and timeliness of official statistics
- We need to work together to identify and realise the benefits

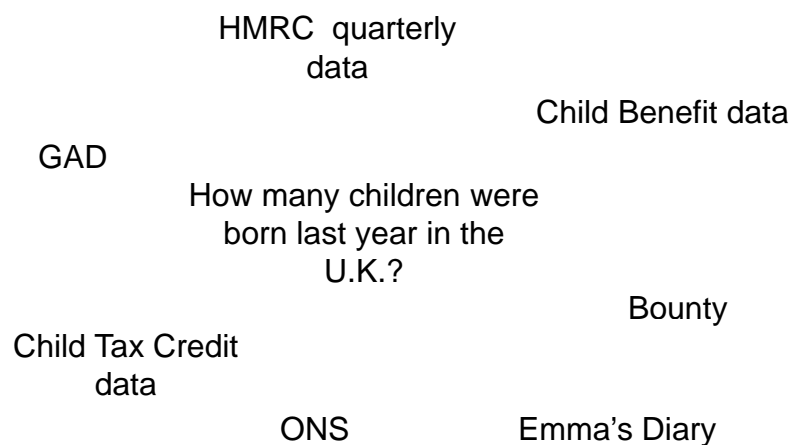
## What do we mean by triangulation?

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- Triangulation in this context means understanding apparent discrepancies and inconsistencies between sources so that
- Estimates can be made that reflect the strengths of each source.
- The truth is out there – is the data?
- Consistency brings confidence
- Better and more powerful information for all

## Example: The Child Trust Fund market

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## **What could be done?**

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Strategic priorities for the statistical work programme across government include:

- Improving migration and population statistics between now and 2012
- Getting the national and local population counts right in the 2011 Census
- Maximising overall response and minimising differences in response rates in specific areas and amongst particular population sub-groups

## **Tackling the barriers**

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Issues:

- Legal data access
- Data security and Confidentiality
- Data quality: relevance of target population and coverage; duplication and missing items; variables collected; reference points; software etc
- Resources, data knowledge and analytical skills

## **Examples of some specific questions 1**

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- How good is the address information that companies hold?
- What other contact details do they hold – email, phone etc?
- How do they check their address lists and keep them up to date?
- Are they able to identify multi-occupied addresses better than the Royal Mail?
- Are they able to identify households (and/or families)?

## **Examples of some specific questions 2**

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- Do they know the number and characteristics of people moving in and out of local areas?
- Could we get accurate local distributions of population sub-groups from commercial sources?
- Have the Poles gone home?
- Could utility companies address lists be used to inform ONS sampling frames?
- Are there any analytical outputs or aggregate statistics from commercial sources that could be added to the ONS local migration indicator suite?